



KSHB-TV

# ORDER

Flight Dates **10/09/12-11/05/12**

Contract / Revision **296906 /**

Original Date / Revision  
11/02/12 11/02/12

Advertiser **DSCC IE**

Agency **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007**

Product

**DSCC IE**

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1139**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive  
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	121	\$65,853.75	\$77,475.00	0.00	10/01/12	10/28/12	121	\$65,853.75	\$77,475.00
November 2012	65	\$33,468.75	\$39,375.00	0.00	10/29/12	11/05/12	65	\$33,468.75	\$39,375.00
<b>Totals</b>	<b>186</b>	<b>\$99,322.50</b>	<b>\$116,850.00</b>	<b>0.00</b>					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	KSHB	10/09/12	11/05/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	MTWTF--	:30	4	\$250.00	P-1	0.00 NM	11	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/09/12	10/15/12	MTWTF--		2			\$250.00			0.00		
Week:		10/16/12	10/22/12	MTWTF--		2			\$250.00			0.00		
Week:		10/23/12	10/29/12	MTWTF--		3			\$250.00			0.00		
Week:		10/30/12	11/05/12	MTWTF--		4			\$250.00			0.00		
2	KSHB	10/09/12	11/05/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	MTWTF--	:30	2	\$500.00	P-2	0.00 NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/09/12	10/15/12	MTWTF--		2			\$500.00			0.00		
Week:		10/16/12	10/22/12	MTWTF--		2			\$500.00			0.00		



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Contract / Revision **296906** Flight Dates **10/09/12-11/05/12**

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:20:00

Advertiser **DSCC IE**

Product **DSCC IE**

Estimate # **1139**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
2	KSHB	10/09/12	11/05/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	MTWTF--	:30	2	\$500.00	P-2	0.00 NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/23/12	10/29/12	MTWTF--					2	\$500.00		0.00		
Week:		10/30/12	11/05/12	MTWTF--					2	\$500.00		0.00		
3	KSHB	10/09/12	11/05/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	7	\$600.00	P-1	0.00 NM	18	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	MTWTF--					4	\$600.00		0.00		
Week:		10/16/12	10/22/12	MTWTF--					2	\$600.00		0.00		
Week:		10/23/12	10/29/12	MTWTF--					5	\$600.00		0.00		
Week:		10/30/12	11/05/12	MTWTF--					7	\$600.00		0.00		
4	KSHB	10/09/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$250.00	P-2	0.00 NM	8	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	MTWTF--					2	\$250.00		0.00		
Week:		10/16/12	10/22/12	MTWTF--					2	\$250.00		0.00		
Week:		10/23/12	10/29/12	MTWTF--					2	\$250.00		0.00		
Week:		10/30/12	11/05/12	MTWTF--					2	\$250.00		0.00		
5	KSHB	10/09/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	2	\$225.00	P-1	0.00 NM	7	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	MTWTF--					2	\$225.00		0.00		
Week:		10/16/12	10/22/12	MTWTF--					1	\$225.00		0.00		
Week:		10/23/12	10/29/12	MTWTF--					2	\$225.00		0.00		
Week:		10/30/12	11/05/12	MTWTF--					2	\$225.00		0.00		
6	KSHB	10/09/12	11/05/12	M-F 1-2p Today Show	CM	1-2p	MTWTF--	:30	1	\$150.00	P-1	0.00 NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	MTWTF--					1	\$150.00		0.00		
Week:		10/16/12	10/22/12	MTWTF--					1	\$150.00		0.00		
Week:		10/23/12	10/29/12	MTWTF--					1	\$150.00		0.00		
Week:		10/30/12	11/05/12	MTWTF--					1	\$150.00		0.00		
7	KSHB	10/09/12	11/05/12	M-F 2-3p The Doctors	CM	2-3p	MTWTF--	:30	4	\$150.00	P-1	0.00 NM	9	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	MTWTF--					2	\$150.00		0.00		
Week:		10/16/12	10/22/12	MTWTF--					1	\$150.00		0.00		
Week:		10/23/12	10/29/12	MTWTF--					2	\$150.00		0.00		
Week:		10/30/12	11/05/12	MTWTF--					4	\$150.00		0.00		
8	KSHB	10/14/12	11/04/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$300.00	P-1	0.00 NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	-----S					1	\$300.00		0.00		
Week:		10/16/12	10/22/12	-----S					1	\$300.00		0.00		
Week:		10/23/12	10/29/12	-----S					1	\$300.00		0.00		
Week:		10/30/12	11/05/12	-----S					1	\$300.00		0.00		
9	KSHB	10/14/12	11/04/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$900.00	P-2	0.00 NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	-----S					1	\$900.00		0.00		
Week:		10/16/12	10/22/12	-----S					1	\$900.00		0.00		
Week:		10/23/12	10/29/12	-----S					1	\$900.00		0.00		
Week:		10/30/12	11/05/12	-----S					1	\$900.00		0.00		



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Contract / Revision 296906 Flight Dates 10/09/12-11/05/12

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:20:00

Advertiser DSCC IE

Product DSCC IE

Estimate # 1139

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
10	KSHB	10/09/12	11/05/12	M-F 4-430p Jeopardy	CM	4-430p	MTWTF--	:30	4	\$400.00	P-2	0.00 NM	9	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/09/12	10/15/12	MTWTF--		3				\$400.00		0.00		
	Week:	10/16/12	10/22/12	MTWTF--		1				\$400.00		0.00		
	Week:	10/23/12	10/29/12	MTWTF--		1				\$400.00		0.00		
	Week:	10/30/12	11/05/12	MTWTF--		4				\$400.00		0.00		
11	KSHB	10/09/12	11/05/12	M-F 430-5p Action News @ 430PM	CM	430-5p	MTWTF--	:30	4	\$425.00	P-2	0.00 NM	15	\$6,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/09/12	10/15/12	MTWTF--		3				\$425.00		0.00		
	Week:	10/16/12	10/22/12	MTWTF--		4				\$425.00		0.00		
	Week:	10/23/12	10/29/12	MTWTF--		4				\$425.00		0.00		
	Week:	10/30/12	11/05/12	MTWTF--		4				\$425.00		0.00		
E 12	KSHB	10/09/12	11/05/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MTWTF--	:30	5	\$600.00	P-1	0.00 NM	12	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/09/12	10/15/12	MTWTF--		4				\$600.00		0.00		
	Week:	10/16/12	10/22/12	-----		0				\$0.00		0.00		
	Week:	10/23/12	10/29/12	MTWTF--		3				\$600.00		0.00		
	Week:	10/30/12	11/05/12	MTWTF--		5				\$600.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	15	KSHB	10/30/12-11/05/12	NBC Action News at 5p		5-530p	MTWThF----	:30		<del>(\$600.00)</del>		0.00 NM		
			See MG 12.20											
			[rate]											
	20	KSHB	10/30/12-11/04/12	Sa 630-7p		630-7p	-----Sa--	:30		\$600.00		0.00 NM		
			Ⓜ MG for 12.15 11/01											
13	KSHB	10/09/12	11/05/12	Nightly News NBC Nightly News	CM	530-6p	MTWTF--	:30	4	\$1,100.00	P-3	0.00 NM	16	\$17,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/09/12	10/15/12	MTWTF--		4				\$1,100.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	2	KSHB	10/09/12-10/15/12	Nightly News		530-6p	MTWThF----	:30		<del>(\$1,100.00)</del>		0.00 NM		
			See MG 13.17, 13.18											
			[na at order entry --es]											
	3	KSHB	10/09/12-10/15/12	Nightly News		530-6p	MTWThF----	:30		<del>(\$1,100.00)</del>		0.00 NM		
			See MG 13.17, 13.18											
			[na at order entry --es]											
17	KSHB	10/09/12-10/15/12		Nightly News		530-6p	MTWThF----	:30		\$1,100.00		0.00 NM		
			Ⓜ MG for 13.3, 13.2											
18	KSHB	10/09/12-10/15/12		Nightly News		530-6p	MTWThF----	:30		\$1,100.00		0.00 NM		
			Ⓜ MG for 13.3, 13.2											
	Week:	10/16/12	10/22/12	MTWTF--		3				\$1,100.00		0.00		



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Contract / Revision 296906 Flight Dates 10/09/12-11/05/12

Hiatus Dates

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Order Sep 00:20:00

Advertiser DSCC IE

Product DSCC IE

Estimate # 1139

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
13	KSHB	10/09/12	11/05/12	Nightly News NBC Nightly News	CM	530-6p	MTWTF--	:30	4	\$1,100.00	P-3	0.00 NM	16	\$17,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
	Week:	10/16/12	10/22/12	MTWTF--		3			\$1,100.00	0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
5	KSHB	10/16/12-10/22/12		Nightly News		530-6p	MTWThF----	:30		<del>(\$1,100.00)</del>		0.00 NM		
	See MG 13.19, 13.20													
	[na at order entry --es]													
6	KSHB	10/16/12-10/22/12		Nightly News		530-6p	MTWThF----	:30		<del>(\$1,100.00)</del>		0.00 NM		
	See MG 13.21, 13.22													
	[na at order entry --es]													
7	KSHB	10/16/12-10/22/12		Nightly News		530-6p	MTWThF----	:30		<del>(\$1,100.00)</del>		0.00 NM		
	See MG 13.19, 13.20													
	[na at order entry --es]													
19	KSHB	10/16/12-10/22/12		Nightly News		530-6p	MTWThF----	:30		\$1,100.00		0.00 NM		
	Ⓜ MG for 13.5, 13.7													
20	KSHB	10/16/12-10/22/12		Nightly News		530-6p	MTWThF----	:30		\$1,100.00		0.00 NM		
	Ⓜ MG for 13.5, 13.7													
21	KSHB	10/22/12-10/25/12		Nightly News		530-6p	MTWTh-----	:30		\$1,100.00		0.00 NM		
	Ⓜ MG for 13.10, 13.6													
22	KSHB	10/22/12-10/25/12		Nightly News		530-6p	MTWTh-----	:30		\$1,100.00		0.00 NM		
	Ⓜ MG for 13.10, 13.6													
	Week:	10/23/12	10/29/12	MTWTF--		4			\$1,100.00	0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
10	KSHB	10/23/12-10/29/12		Nightly News		530-6p	MTWThF----	:30		<del>(\$1,100.00)</del>		0.00 NM		
	See MG 13.21, 13.22													
	[na at order entry --es]													
	Week:	10/30/12	11/05/12	MTWTF--		5			\$1,100.00	0.00				
14	KSHB	10/09/12	11/05/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF--	:30	5	\$900.00	P-1	0.00 NM	14	\$12,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
	Week:	10/09/12	10/15/12	MTWTF--		5			\$900.00	0.00				
	Week:	10/16/12	10/22/12	-----		0			\$0.00	0.00				
	Week:	10/23/12	10/29/12	MTWTF--		5			\$900.00	0.00				
	Week:	10/30/12	11/05/12	MTWTF--		4			\$900.00	0.00				
15	KSHB	10/13/12	11/03/12	NBC Action News at 6p Sa 6-630p	CM	6-630p	-----S-	:30	1	\$450.00	P-1	0.00 NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
	Week:	10/09/12	10/15/12	-----S-		1			\$450.00	0.00				
	Week:	10/16/12	10/22/12	-----S-		1			\$450.00	0.00				
	Week:	10/23/12	10/29/12	-----S-		1			\$450.00	0.00				
	Week:	10/30/12	11/05/12	-----S-		1			\$450.00	0.00				
16	KSHB	10/14/12	11/04/12	NBC Action News at 5p NBC Action News at 5p Su	CM	5-530p	-----S	:30	1	\$400.00	P-1	0.00 NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
	Week:	10/09/12	10/15/12	-----S		1			\$400.00	0.00				
	Week:	10/16/12	10/22/12	-----S		1			\$400.00	0.00				
	Week:	10/23/12	10/29/12	-----S		1			\$400.00	0.00				
	Week:	10/30/12	11/05/12	-----S		1			\$400.00	0.00				
17	KSHB	10/09/12	11/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	4	\$600.00	P-3	0.00 NM	15	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
	Week:	10/09/12	10/15/12	MTWTF--		3			\$600.00	0.00				



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Advertiser **DSCC IE**

Product **DSCC IE**

Estimate # **1139**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
17	KSHB	10/09/12	11/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	4	\$600.00	P-3	0.00 NM	15	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--		4			\$600.00		0.00			
	Week:	10/23/12	10/29/12	MTWTF--		4			\$600.00		0.00			
	Week:	10/30/12	11/05/12	MTWTF--		4			\$600.00		0.00			
19	KSHB	10/10/12	10/31/12	Wednesday Prime C Law & Order SVU	CM	9-10p	--W----	:30	1	\$1,400.00	P-2	0.00 NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	--W----		1			\$1,400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>	
	1	KSHB	10/09/12-10/15/12	Wednesday Prime C		9-10p	--W-----	:30		<del>(\$1,400.00)</del>		0.00	NM	
	See MG 19.5,19.6 [program change. Chicago Fire airing 9-10pm. sv 6/18/12]													
	Week:	10/16/12	10/22/12	--W----		1			\$1,400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>	
	2	KSHB	10/16/12-10/22/12	Wednesday Prime C		9-10p	--W-----	:30		<del>(\$1,400.00)</del>		0.00	NM	
	See MG 19.5,19.6 [program change. Chicago Fire airing 9-10pm. sv 6/18/12]													
	5	KSHB	10/10/12-10/10/12	Wednesday Prime C		9-10p	--W-----	:30		\$1,400.00		0.00	NM	
	Ⓜ MG for 19.1,19.2													
	6	KSHB	10/16/12-10/24/12	Wednesday Prime C		9-10p	--W-----	:30		\$1,400.00		0.00	NM	
	Ⓜ MG for 19.1,19.2													
	Week:	10/23/12	10/29/12	--W----		1			\$1,400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>	
	3	KSHB	10/23/12-10/29/12	Wednesday Prime C		9-10p	--W-----	:30		<del>(\$1,400.00)</del>		0.00	NM	
	See MG 19.7,19.8 [program change. Chicago Fire airing 9-10pm. sv 6/18/12]													
	Week:	10/30/12	11/05/12	--W----		1			\$1,400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>	
	4	KSHB	10/30/12-11/05/12	Wednesday Prime C		9-10p	--W-----	:30		<del>(\$1,400.00)</del>		0.00	NM	
	See MG 19.7,19.8 [program change. Chicago Fire airing 9-10pm. sv 6/18/12]													
	7	KSHB	10/24/12-10/31/12	Wednesday Prime C		9-10p	--W-----	:30		\$1,400.00		0.00	NM	
	Ⓜ MG for 19.3,19.4													
	8	KSHB	10/24/12-10/31/12	Wednesday Prime C		9-10p	--W-----	:30		\$1,400.00		0.00	NM	
	Ⓜ MG for 19.3,19.4													
20	KSHB	10/12/12	11/02/12	Friday Prime A What do you Think	CM	7-8p	----F--	:30	1	\$1,200.00	P-2	0.00 NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	----F--		1			\$1,200.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>	
	1	KSHB	10/09/12-10/15/12	Friday Prime A		7-8p	----F----	:30		\$1,200.00		0.00	NM	
	Week:	10/16/12	10/22/12	----F--		1			\$1,200.00		0.00			



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Contract / Revision **296906** Flight Dates **10/09/12-11/05/12**

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:20:00

Advertiser **DSCC IE**

Product **DSCC IE**

Estimate # **1139**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
20	KSHB	10/12/12	11/02/12	Friday Prime A What do you Think	CM	7-8p	----F--	:30	1	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	----F--		1			\$1,200.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSHB	10/16/12-10/22/12		Friday Prime A		7-8p	-----F----	:30		<del>(\$1,200.00)</del>		0.00	NM		
See MG 20.5,20.6,20.7															
[program change. Whitney airing 7-730pm. Community airing 730-8pm. sv 6/19/12]															
5	KSHB	10/16/12-11/02/12		Friday Prime A		7-8p	-----F----	:30		\$1,200.00		0.00	NM		
6	KSHB	10/16/12-11/02/12		Friday Prime A		7-8p	-----F----	:30		<del>(\$1,200.00)</del>		0.00	NM		
Ⓜ See MG 20.9															
[pgm chg. Go On airing 7-730pm. Guys with Kids airing 730-8pm. sv 10/17/12]															
7	KSHB	10/16/12-11/02/12		Friday Prime A		7-8p	-----F----	:30		<del>(\$1,200.00)</del>		0.00	NM		
Ⓜ See MG 20.8															
[prg chg. Mockingbird Lane airing 7-8pm. sv 10/12/12]															
8	KSHB	10/16/12-11/02/12		Friday Prime A		7-8p	-----F----	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 20.7 10/26															
9	KSHB	10/16/12-11/02/12		Friday Prime A		7-8p	-----F----	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 20.6 11/02															
Week:		10/23/12	10/29/12	----F--		1			\$1,200.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KSHB	10/23/12-10/29/12		Friday Prime A		7-8p	-----F----	:30		<del>(\$1,200.00)</del>		0.00	NM		
See MG 20.5,20.6,20.7															
[program change. Whitney airing 7-730pm. Community airing 730-8pm. sv 6/19/12]															
Week:		10/30/12	11/05/12	----F--		1			\$1,200.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	KSHB	10/30/12-11/05/12		Friday Prime A		7-8p	-----F----	:30		<del>(\$1,200.00)</del>		0.00	NM		
See MG 20.5,20.6,20.7															
[program change. Whitney airing 7-730pm. Community airing 730-8pm. sv 6/19/12]															
21	KSHB	10/12/12	11/02/12	Friday Prime C Dateline	CM	9-10p	----F--	:30	1	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	----F--		1			\$1,500.00		0.00				
Week:		10/16/12	10/22/12	----F--		1			\$1,500.00		0.00				
Week:		10/23/12	10/29/12	----F--		1			\$1,500.00		0.00				
Week:		10/30/12	11/05/12	----F--		1			\$1,500.00		0.00				
22	KSHB	10/13/12	11/03/12	Saturday Prime C Saturday Prime C	CM	9-10p	-----S-	:30	1	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	-----S-		1			\$500.00		0.00				
Week:		10/16/12	10/22/12	-----		0			\$0.00		0.00				
Week:		10/23/12	10/29/12	-----		0			\$0.00		0.00				
Week:		10/30/12	11/05/12	-----S-		1			\$500.00		0.00				
23	KSHB	10/09/12	11/05/12	M-F Late News M-F Late News	CM	10-1035p	MTWTF--	:30	3	\$1,300.00	P-1	0.00	NM	6	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--		2			\$1,300.00		0.00				
Week:		10/16/12	10/22/12	-----		0			\$0.00		0.00				
Week:		10/23/12	10/29/12	MTWTF--		3			\$1,300.00		0.00				
Week:		10/30/12	11/05/12	MTWTF--		1			\$1,300.00		0.00				
24	KSHB	10/13/12	11/03/12	Sa Late News Late News Sa	CM	10-1030p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				



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Contract / Revision      **296906**      Flight Dates **10/09/12-11/05/12**

Hiatus Dates

Original Date / Revision    11/02/12/    11/02/12

Order Sep    00:20:00

Advertiser    **DSCC IE**

Product **DSCC IE**

Estimate #    **1139**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
24	KSHB	10/13/12	11/03/12	Sa Late News Late News Sa	CM	10-1030p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/09/12		10/09/12	10/15/12	-----S-					1	\$1,000.00		0.00			
Week: 10/16/12		10/16/12	10/22/12	-----S-					1	\$1,000.00		0.00			
Week: 10/23/12		10/23/12	10/29/12	-----S-					1	\$1,000.00		0.00			
Week: 10/30/12		10/30/12	11/05/12	-----S-					1	\$1,000.00		0.00			
													Totals	186	\$116,850.00